



Impact Report 2021



A note from Executive Director, Mandy Moody

As I read through our Impact Report, I am inspired.

I am inspired by the resiliency and strength of our local farmers who work tirelessly to put food on our plates.

I am inspired by the children who take brave bites of new, nutritious, delicious locally-grown food at Club Sprouts.


I'm inspired by the incredible growth of our food access programs.

And I'm inspired by you.

I'm curious about what energizes you about the work we accomplished together last year.

After digesting this report, I invite you to send a note to giving@greencitymarket.org to share what about our work together inspires you.

With a grateful heart,



Mandy Moody





Our vision

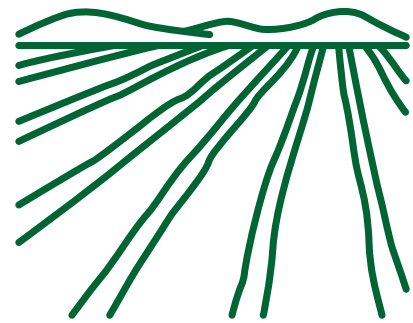
Green City Market envisions a future where sustainable farmers are thriving. In this future, everyone — in our community and across the nation — knows who grows their food, how it's grown, and why this knowledge matters. We imagine a future where all neighbors — regardless of zip code or income level — have access to locally-grown, sustainably-produced food.

Read on to learn about our impact last year and the progress we've made together with you.

Our pillars

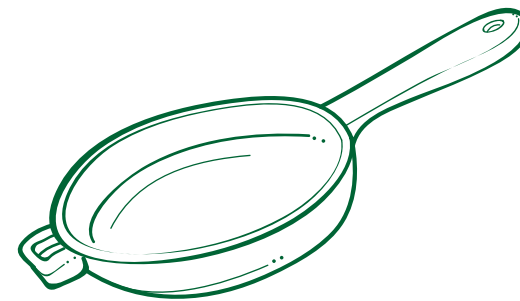


Farmers



We believe sustainable farming and a more localized food system is essential to nourishing our city, stewarding landscapes, and reducing the impact of agriculture on climate change.

Education



We're passionate about educating our community about who grows their food, how it's grown, and why this knowledge matters for the future of our city and our planet.

Access



We know that access to good food is a right, not a privilege. We're dedicated to making that right a reality for all Chicagoans, no matter where you live or what you make.



Our impact

deepening support for sustainable farmers

The USDA estimates that agriculture emits 10% of US greenhouse gases — but sustainable agriculture also holds the potential to reduce or even sequester emissions.

In 2021, Green City Market directly supported 34 local farms that are implementing practices that enrich the soil, protect landscapes and water systems, and reduce carbon emissions. Together, they sustainably farmed over 2,600 acres of land last year.



Our impact

deepening support for sustainable farmers

At GCM in 2021, your food traveled an average of just 65 miles to get to your tote. That's less than 5% of the average distance traveled from source to shelf in a traditional grocery (1,500+ mi), saving fuel and preventing food waste.

The demand for local, sustainable food was so high that we welcomed 270,000+ customers in 2021 — a 100,000+ increase over years prior and an incredible influx of business for our farmers.

Our impact

deepening support for sustainable farmers



34

local, sustainable farms supported
100% stayed in business in 2021

65

average # of miles traveled from farm to
market (compared to 1,500+ at a
conventional grocery)

2,628

acres of land sustainably farmed in Illinois,
Wisconsin, Michigan, and Indiana
Learn more about how we define
sustainable farming

270,000+

customers connected to local farmers and
food producers (over 100,000 more than
previous years)



Our impact

deepening support for sustainable farmers

"Even with the difficulties from last year, we've seen growth for our business. It's different from where I thought we'd be a year ago, with different distribution channels.

There's no value in growing things if we can't sell them. I'm super grateful to be getting that kind of support from Green City Market and its customers. We're surviving on the strength of local consumption."

-Eric Rose, River Valley Ranch | [Read more](#)



Our impact

educating our community

Green City Market's kids programming, Club Sprouts, makes your family's trip to the farmers' market more than a grocery run. We treat every market as an opportunity to teach kids about food, farming, and sustainability and encourage them to try food grown by our farmers.

At every market, we program activities like produce-inspired arts and crafts to scavenger hunts and hands-on recipes. After the disruptions of 2020, Club Sprouts returned in full force in 2021, welcoming 446 children.





Our impact

educating our community

In 2021, Green City Market teamed up with Kitchen Possible and Pilot Light, two fellow nonprofits that offer free food education and cooking classes to kids in Chicago.

We helped fund the ingredients needed for Kitchen Possible's kids' classes in East Pilsen and Garfield Park and Pilot Light's classes in Brighton Park. Thanks to the support of our community, we purchased and provided \$3,000 in locally-sourced, sustainably-grown food from Green City Market's very own farmers.



Our impact educating our community



29

of featured foods at Club Sprouts, where kids learn how a food is grown, get access to free recipes, and get to taste it

\$3,000

Funds spent to buy ingredients directly from local, sustainable farmers and supply free culinary classes for Chicago students

446

children that participated in Club Sprouts, learning about food, farming, and sustainability right at the market





Our impact educating our community

"Our partnership with Green City Market has meant we've been able to incorporate fresh, local produce and ingredients into the recipes we teach these kids.

Not only does it help to ensure we can offer our in-person cooking classes, but it makes each lesson a little more special. Many weeks, because of our partnership with GCM, we've been able to send the kids home after class with fresh ingredients to cook the recipe for/with their family."

-Katie Lowman, Kitchen Possible | [Read more](#)



Our impact

expanding access to locally-grown food

Over half a million people in Cook County regularly struggle to put food on the table.

According to The Counter, the “expansion of nutritional and financial aid, together with increased food assistance via charitable and mutual aid organizations, was vital in preventing the spread of hunger.”

GCM's food access programs are critical to feeding our neighbors facing food insecurity.



Our impact

expanding access to locally-grown food

We're proud to welcome and match Link (also known as SNAP or EBT) at all our farmers' markets and through our curbside pick-up program. When customers spend \$25 of Link with Green City Market, they automatically get \$25 more to spend to make their benefits go further.

In 2021, we doubled over 1,330 Link transactions for people living across 75 different zip codes. That translated into over \$59,000 in revenue generated for local farmers.

Our impact

expanding access to locally-grown food



75

of zip codes served through our Link/SNAP matching program

1,330

of Link/SNAP transactions doubled with matching funds from Green City Market

\$21,400+

Matching funds provided to help customers using Link/SNAP maximize their benefits at our farmers' markets

\$59,000+

Revenue generated for local, sustainable farmers and food producers as a result of our Link/SNAP matching program



Our impact

expanding access to locally-grown food

"I am very grateful for Link. I have three children, and it's a huge help for me. I would want all Link card holders to know they could [participate in GCM's Link matching program]. Not only does it help me support our local farmers — which I think is crucial for the planet and our future — it's money well spent. It's wonderful that people on Link have this opportunity to get high-quality food."

-Ewelina, program participant | [Read more](#)





Make your impact.

We are endlessly grateful for the support of our community.

If you are inspired by the accomplishments we made together in 2021, please consider a gift to continue growing Green City Market in 2022 and beyond.

Visit greencitymarket.org/inspired to make an impact with your donation today.